



Yarmouth TAP

October 17, 2017

About ULI – the Urban Land Institute

Mission

To provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI is a research and education institution with nearly 40,000 members worldwide representing the entire spectrum of land use and real estate development disciplines, working in private enterprise and public service.

ULI at the local level

ULI Boston/ New England

Boston/New England District Council covers nearly all of New England with over 1,300 Members—developers, architects, planners, public officials, financiers, students, etc.



Technical Assistance Panels (TAPs)

ULI Boston/New England is committed to supporting communities in making sound land use decisions and creating thriving places.

The TAP program brings together ULI members with a range of professional expertise to provide focused, collaborative consultation to a local government or qualifying non-profit organization.



Yarmouth TAP: Sponsored by the Town of Yarmouth

- This panel looked at the full range of options from an unbiased perspective.
- Panelists include private and public sector experts in the fields of commercial real estate analysis, architecture, planning, and design.

Panelists have donated their time

- Final Deliverable – Written report (8 weeks) will be available at <http://boston.uli.org>

The Panel

Chairman

Patrick Campbell, Commonwealth Development Consulting

Panelists

Anthony (TJ) DiFeo, Bergmeyer
Greg Guimond, Town of Marshfield
Kate Kennen, Offshoots, Inc.
Ryan Christman, PWC
David Kelly, Kelly Engineering Group
Derek Olsen, CHM Warnick
Carl Frushour, CRJA

ULI Staff

Sara Marsh

TAP Writer

Michael Hoban



Panel Sponsors



Panel Assignment – Address These Questions

1. How does Yarmouth encourage diverse, year-round development that can be a source of community pride?
2. How do we engage private property owners who seemingly have little or no interest in redeveloping blighted properties?
3. What incentives can leverage investment/sale of properties that are owned outright?
4. What modifications to the Growth Incentive Zone should be sought?
5. What outreach or marketing can the Town do to attract investors?
6. How do we best utilize public property located on Route 28 to leverage private investment along the Route 28 Corridor?

The Process

Briefing

- Panelists met with sponsor and received briefing materials

Site Visit:

- Panelists visited key locations throughout Yarmouth

Panel interviewed stakeholders today including:

- Yarmouth Business Owners
- Builders/Developers
- Public Officials
- Residents



What did we hear?

Assets and Opportunities: Yarmouth

- Natural Resources
 - Beaches, Parkers River, adjacent wetlands, bogs
- Recreation
 - Bike path (Rail Trail), Bog Road, picnics
- Family Friendly
 - Pirate Museum, Mini Golf, Inflatable Park, Capt. Parkers Restaurant, Dennis Yarmouth Red Sox
- Regional Accessible
 - Rte 28 and Rte 6 (2 traffic exits), Cape Flyer



Assets and Opportunities: Yarmouth

- Engaged and experienced local business owners
- Existing properties available for repositioning
- Compact lots that are potentially walkable
- Cultural Center
- Cluster of amenities



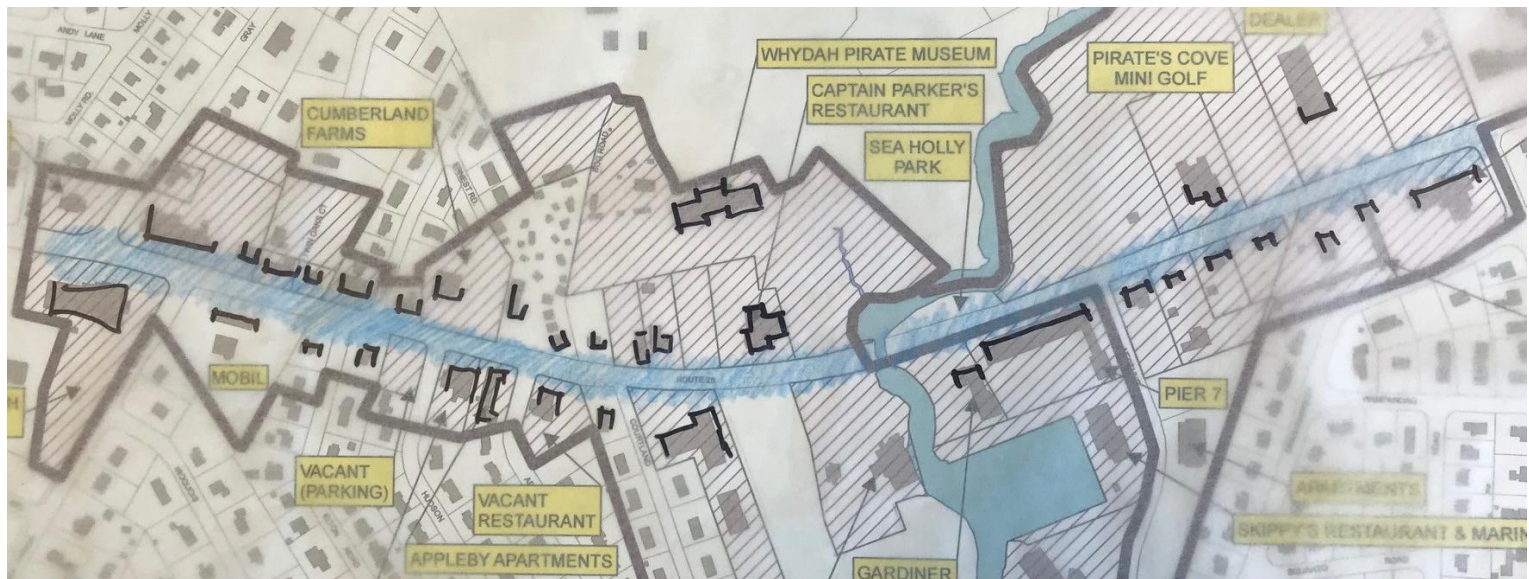
Challenges: Yarmouth

- Wastewater
- Seasonality
- Route 28 through traffic
- Local licensing and permitting process
- Regional regulatory (CCC & DEP)
- Floodplain
- Small commercial lots
- Public Transit
- Workforce education
- Limited employment
- Declining commercial tax base
- Voter apathy
- Unidentifiable town center
- No identified vision for the Rte28 Corridor

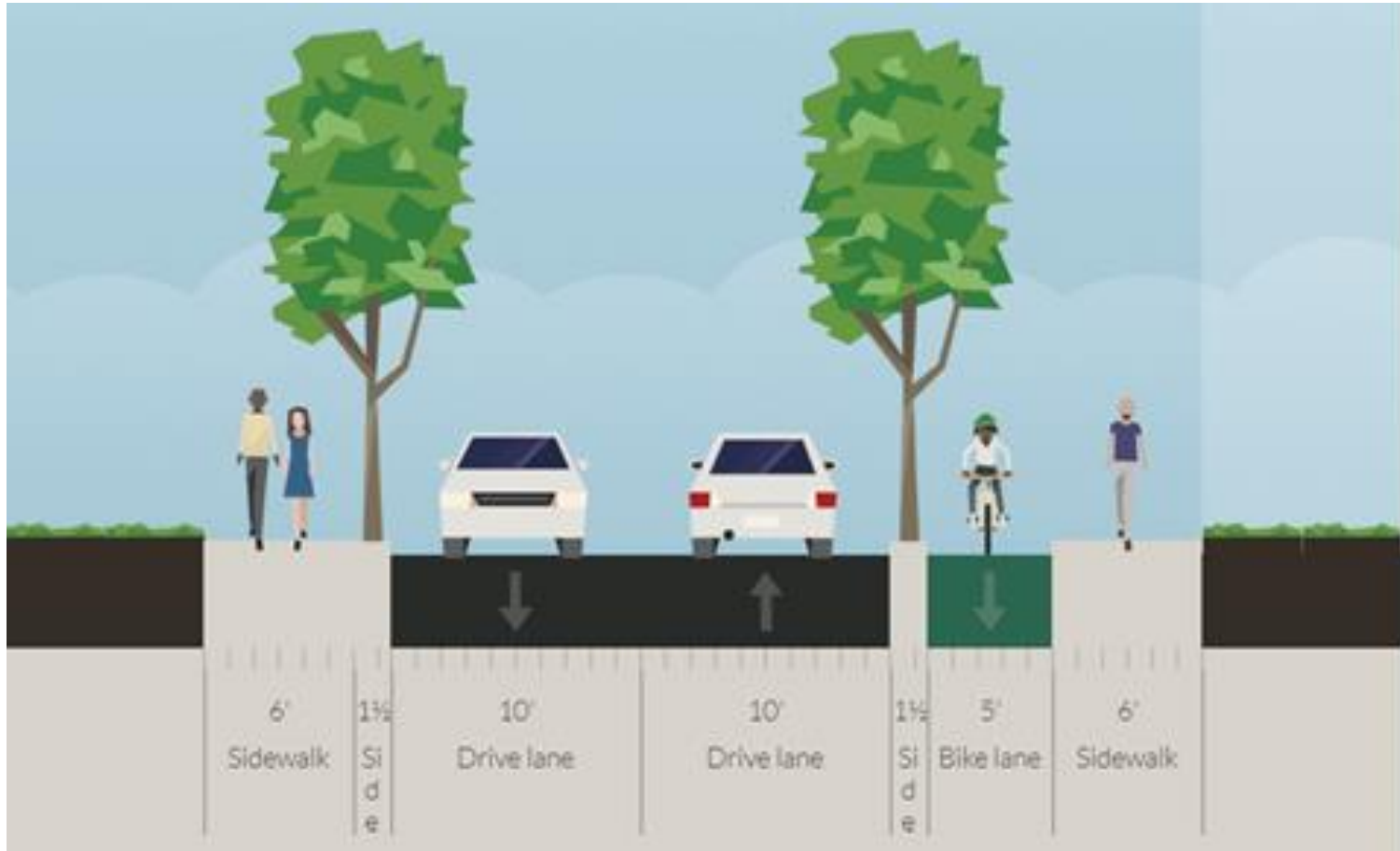
Recommendations:

1. Infrastructure

- Aggressively pursue wastewater treatment options
 - Consider green infrastructure/pilot projects
- Improve streetscapes
 - Shared use path for biking and pedestrians
 - Reduce number of curb cuts
 - Pedestrian and traffic signal at drive-in/museum intersection



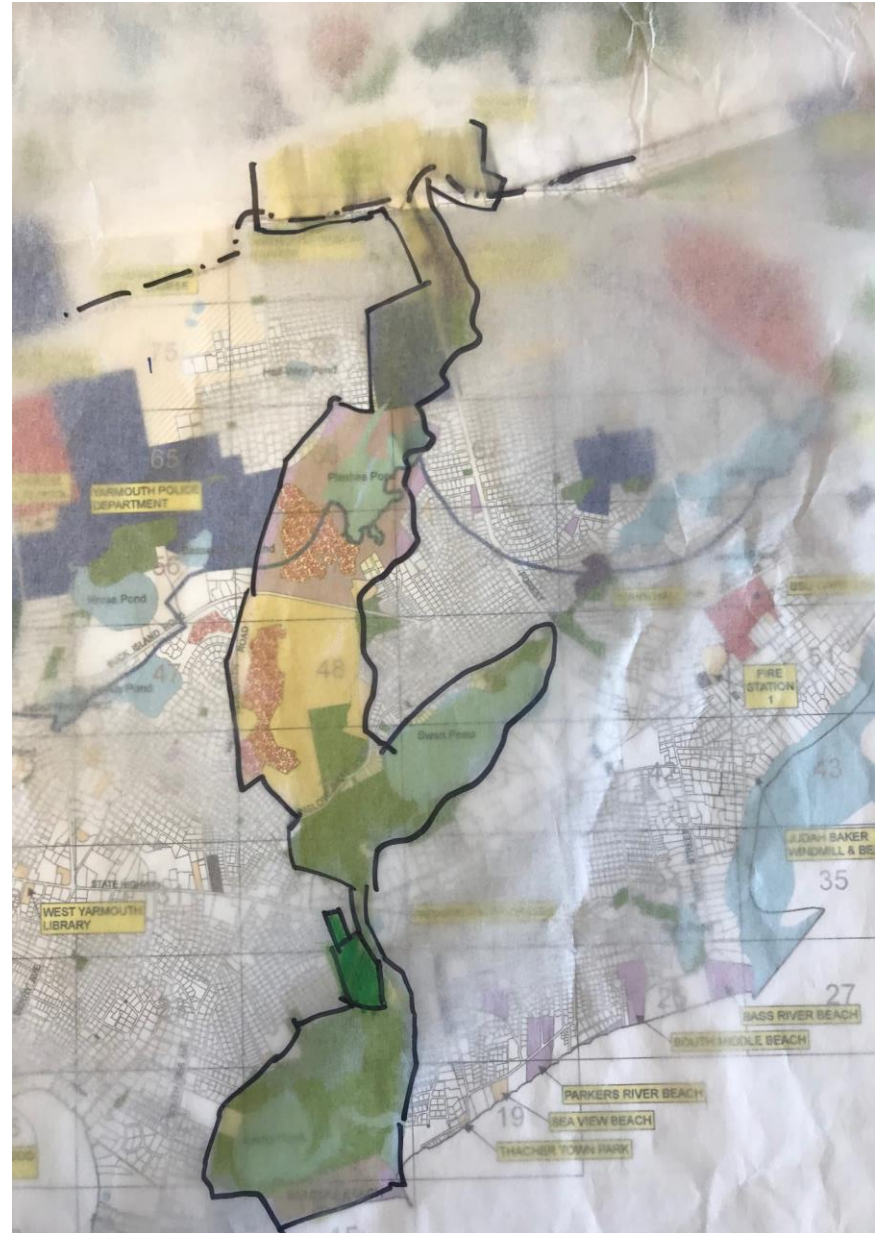
Recommendations:



Recommendations:

2. North/South Parkers River Corridor

- Connect Rail Trail to Seagull Beach
- Make ecological enhancements
- Develop destination/brand identity



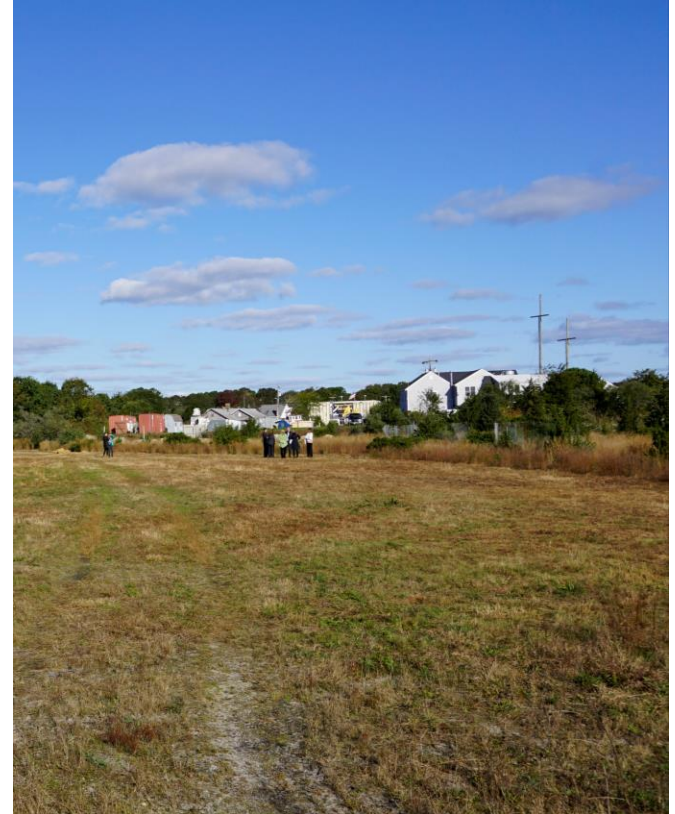
Recommendations:

3. New Village Node at East/West Crossing
 - Creates walkable and bikeable area
 - Provide centralized parking
 - Build around existing family friendly attractions
 - Redevelop older properties



Recommendations:

4. Capitalize on the Drive-In Site
 - View site as a shared asset
 - Signature “Town Green” space
 - Special event venue
 - Centralized parking
 - Shellfish restoration and education area
 - Demonstration site for natural nitrogen attenuation
 - **flexible use to evolve over time**



Recommendations:

5. Expand community arts and culture
 - Public art corridor
 - Utilize event venue in drive-in site for pop-up events
 - Farmers market
 - Antique car show
 - Kite flying festival
 - Temporary drive-in



Recommendations:

6. Town Government
 - Create licensing/permitting position to streamline the approval process
 - Development permitting handbook
 - Promotional video by town selectmen



Possible Funding Sources - MassDevelopment

- **Massachusetts Cultural Facilities Fund**
 - MassDevelopment supports the arts with capital grants for the acquisition, design, renovation, and construction of cultural facilities. They also offer grants for development studies. Both MassDevelopment and the Massachusetts Cultural Council administer this fund.
- **Predevelopment Loans**
 - MassDevelopment provides low interest rate loans up to \$100,000 with deferred repayment terms to finance predevelopment real estate projects.
- **Commonwealth Places**
 - Commonwealth Places provides a creative funding mechanism to advance community placemaking projects throughout Massachusetts. The statewide program will help fund place-based, community-driven projects – art installations, parks, bike trails, markets, and more – that revitalize downtowns and neighborhood commercial districts.
- **Public Infrastructure Financing**
 - Tax-Exempt Bonds for Public Infrastructure
 - MassDevelopment issues tax-exempt bonds for improvements to roadways, sidewalks, parks, parking garages, bridges, tunnels, wharves, and a range of public facilities. Infrastructure programs that use this tax-exempt financing includes
 - Infrastructure Investment Incentive Act (I-Cubed or I3)
 - District Improvement Financing (DIF)
 - Special assessments

Questions?